



American Café'
U.S. Only Food Exhibition
Casablanca, Morocco
June 5-6-7, 2006

Dear U.S. Exporter,

The Office of Agricultural Affairs in at the American Embassy in Rabat, Morocco invites you to participate in the 5th U.S. Consumer Oriented Food Products and food ingredients exhibition in **Casablanca, June 5-6-7, 2006.**

As of January 1, 2006, the U.S.-Morocco Free Trade Agreement went into effect. Duties for all food products will eventually be phased out, and for many products, the preferential tariff for the U.S. origin is already significant. This is your first opportunity to take advantage of this new market access.

We are pleased to offer exhibition space for exporters of U.S. food products to display samples of their products for free at one of the best hotels in Casablanca, and meet one-on-one with selected potential buyers from Morocco, Algeria, and Tunisia. The show will be exclusively open to contacts known to be involved in food imports and distribution and to buyers from hotels, supermarkets, restaurants, catering companies, institutions, and food processing companies.

This is what we plan to do for you:

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Arrange a market tour for you so that you can understand all facets of food distribution in Morocco and find new opportunities for your products.

We will reserve exhibition space for two days in one of the best hotels in Casablanca. There will be space for each exporter to allow one-on-one meetings with importers and provide translation if needed (Business is commonly conducted in French).

What we can pay for?

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Again, this year we will offer to pay four nights in the hotel for early applicants, the exhibition space, and local transportation for the tour. We will arrange for airport transportation if you arrive the 4th and depart the 8th of June.

What Exhibitors will do?

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- Contact our office to tell us about your products and your intention to participate (Email is fine)
- Pay for their airline tickets (to and from Casablanca).
- Send food samples and brochures to the Office of Agricultural Affairs.
- Pay for their food and other miscellaneous expenses at hotel (phone/fax, etc.).

Terms & Conditions

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Exhibitors will be accepted on a first-come, first-serve basis and selected on the appropriateness of their products for this market.

It is our experience that it is difficult to complete sales without the availability of samples, so providing samples is mandatory to participate in the show.

Only products that are of **U.S. origin** will be accepted at the show.

We hope you take advantage of this opportunity and we look forward to hearing from you soon.

For more information, please visit:

http://www.rabat.usembassy.gov/services/fas/AC/AC06_frame.htm

Contacts:

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Sincerely,

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